

Job Profile

JOB TITLE:

Bid Manager (Statutory Commissioning)

REPORTS TO:

Director of Income Generation/Development

JOB PURPOSE:**GamCare and context**

Since 1997, GamCare has helped people whose lives have been affected by gambling. As the leading provider of gambling harms support across Great Britain, we operate the 24/7 National Gambling Helpline, deliver therapeutic treatment across several regions, and provide bespoke prevention and education programmes in targeted communities. In 2024/25 we supported more than 130,000 contacts through our helpline and online channels, delivered by a team of around 200 staff.

Gambling support in Great Britain is now being placed on a new, more sustainable footing. A statutory industry levy funds the system, commissioned by bodies including NHS England (NHSE) and the Office for Health Improvement and Disparities (OHID), with Integrated Care Boards (ICBs) and Local Authorities (LAs) expected to follow. It's a major shift, from a single national funder and voluntary industry donations to a competitive, commissioned market, and it opens real opportunity for organisations that can demonstrate impact and value. GamCare has competed successfully in recent rounds and is well placed to lead.

Why this role matters

This is a relatively new way of working for the charity, having previously been funded by non-statutory sources. We have competed successfully in recent rounds, with further critical ones ahead, and every contract we win keeps our services running and reaches more people who need help. This role leads how we pursue and win that work, strengthening the systems behind it and directly shaping how many people GamCare can reach in the years to come.

Job purpose

Key elements: bid writing, bid management, systems development, and collaboration.

The Bid Manager is responsible for developing and leading the end-to-end tender process to secure high-value statutory contracts. The postholder will write, coordinate, and manage compelling bids, Pre Qualification Questionnaires (PQQs), and tenders focused on public sector gambling harms support, and other related health and wellbeing opportunities. This role turns opportunities and growth plans into winning bids by blending high-quality persuasive writing with robust bid and project management.

This is a hands-on role with real ownership. The postholder will run and continue to strengthen our bid function, refining the systems, processes and content library, with support from the Director and, at peak periods, external bid consultants. It will suit an experienced bid manager and writer who enjoys autonomy and wants to shape a growing function and make it their own.

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DIMENSIONS:

Financial targets and KPIs: Accountable for the quality, compliance, timeliness and win rates of bid submissions, and for a well-qualified opportunities pipeline, and contributing to overall income targets, including multi-million pound income for new and existing commissioned services.

Team: This role sits within the Income Generation/Development Directorate, working closely with the Director, and alongside a new Fundraising team. As the dedicated bid specialist, the postholder owns the function.

Out of scope: The focus is statutory commissioning. The Fundraising team will lead on voluntary fundraising; however, this role will partly support their proposal writing and identification of opportunities.

Direct reports and budgets: None.

INTERNAL AND EXTERNAL CONTACTS:

Internal: Executive team; operational leads across Finance, Data, Marketing and Communications; service delivery teams.

External: Commissioning leads; government grant services; bid partners; procurement events; suppliers; consultants.

OVERALL ACCOUNTABILITIES:

Building on existing foundations, the postholder leads the following priorities, developing workflows and procedures as the function evolves.

Bid writing and content creation

- **Technical writing:** Produce high-quality, persuasive, and compliant tender responses, method statements, and business cases.
- **Win themes:** Develop and embed unique selling points (USPs) as 'golden threads' throughout all proposals.
- **Case studies:** Translate complex, local, evidence-based service and operating models into winning, bid-and funder-compliant narratives.
- **Bid library:** Maintain and further build an up-to-date content library (case studies, policies, headline data, and standard answers).
- **Capacity:** Commission and manage external bid-writing support at peak periods if required, within the allocated budget.

Bid management and coordination

- **Pipeline management:** Research, identify, and qualify relevant new tender opportunities via portals (e.g., Find a Tender, NHS Opportunities, Central Digital Platform).
- **Bid/No-bid decisions:** Lead go/no-go discussions for opportunities, assessing feasibility, risk, and strategic alignment.

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- **Process management:** Manage the full bid lifecycle, including PQQ/Invitation to Tender submissions, acting as the single point of contact, and ensuring compliance with procurement regulations, deadlines, and internal governance.
- **Partnership management:** Engage with statutory partners/commissioners (OHID, LAs, NHSE, ICBs) and external partners, working alongside the Director and executive team, who lead the more senior, market-shaping engagement, both in pre-tender relationship building and during bid phases.

Collaboration and commercial intelligence

- **Subject matter experts (SMEs):** Collaborate with clinical, data, and other relevant staff to gather technical information to support bid development.
- **Financial modelling:** Work with the Finance team and service leads, as necessary, to create competitive, value-for-money pricing strategies.
- **Market insight:** Monitor policy changes affecting public sector commissioning and use this intelligence to shape the pipeline and bids.
- **Continuous improvement:** Lead post-submission lessons learned sessions with those involved to support learning and improvement.
- **Transition:** Where bids are successful, support delivery teams in the early mobilisation phase to ensure the agreed bid requirements are understood.

Person Specification – Essential Criteria

Essential Criteria

Qualifications and knowledge

- Relevant degree or equivalent experience.
- Evidence of continuous learning (e.g. bid writing, Procurement Act).

Experience

- Proven experience as a Bid/Tender Manager and writer, with a demonstrable record of winning competitive tenders, ideally high-value (e.g. £750K+) statutory tenders in health or social care.
- Strong understanding of public procurement processes, including NHS contracts and Local Authority commissioning.
- Demonstrable success in writing high-scoring method statements.
- Experience of using common bid management tools, processes, and portals.
- A confident, credible relationship builder, comfortable engaging commissioners and partners.

Skills

- Exceptional writing and editing skills; able to turn complex service information and data into succinct, persuasive, narrative driven content.
- Project management and organisational skills, able to manage multiple concurrent projects/bids with tight deadlines.
- Ability to work autonomously to design structures and systems.

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- Strong IT skills (Word, Excel, Copilot, Teams, images/charts etc.).

Desirable

- Experience with client relationship management (CRM) systems and AI tools for content improvement.
- Experience in forming consortium partnerships.
- Experience of bidding through public sector procurement frameworks (e.g. DPS).
- Understanding of the current UK public health and social care landscape.
- Knowledge of the Social Value Act and its application in bids.
- Experience of financial modelling and budgets to support bids.
- Knowledge of gambling harms and the sector.
- Knowledge of theories of change methodology.

Circumstances

- Hybrid home or London office-based, with requirements to attend the head office (to be agreed during application; 1 day per fortnight for home based, 1-2 days a week for office-based).
- Occasional UK travel.
- Occasional out-of-hours working, flexibility expected during bid phases.
- Full-time, 35 hours per week; flexible and part-time working (circa 28 hours) considered.
- Sector/organisational induction provided

To be noted: This job description will be reviewed regularly. Any changes will be discussed with the post holder. This is not an exhaustive list of duties and responsibilities the post holder may be required to undertake other duties which fall within the grade of the job, in discussion with your line manager.

Date: